



2024-2026 Services Directory Media Kit Advertising Creative Specifications

CIRCULATION AND DISTRIBUTION

SourcePoint's Services Directory is our most popular publication! It is a comprehensive guide to local resources related to the health and wellness of Delaware County adults ages 55 and better and family caregivers.

- 10,000 copies of the latest edition will be distributed throughout Delaware County beginning in 2024.
- The directory is available to in-home care clients, enrichment center guests, and attendees of special events, as well as at health care facilities, senior living communities, community events for older adults, and more.
- All advertisers are listed alphabetically in the index. Each ad purchase includes one listing in the appropriate section of the directory, if applicable.
- Sections include Caregiver Resources; Crisis, Support & Mental Health; Education, Jobs & Volunteering; Financial & Utility Assistance; Government; Health; Housing; In-Home Services; Insurance & Benefits; Legal & Financial Planning; and Social & Recreational. Sections are subject to change based on resources identified for inclusion.
- The directory is also available at MySourcePoint.org as both a digital book and a searchable database.

RESERVATIONS AND BILLING

Space is limited and reserved on a first-come, first-served basis. After you submit an advertising order form, you will receive confirmation of availability and be invoiced by July. **Ad artwork is due by July 31, 2023, and payment must be received in full by Aug. 31, 2023 in order for your ad to be published.**

SourcePoint reserves the right to refuse advertising from any entity whose mission may conflict with our own or whose message is deemed inappropriate for the publication.

ADVERTISING SIZES AND RATES

Premium Placement, Full-Color

Placement	Size	Dimensions	Rate
Back Cover	Full-Page	5.5" wide by 8.5" tall	\$2,500 <i>Reserved</i>
Inside Front Cover	Full-Page	5.5" wide by 8.5" tall	\$2,500 <i>Reserved</i>
Inside Back Cover	Full-Page	5.5" wide by 8.5" tall	\$2,200 <i>Reserved</i>
Tabbed Section Dividers	Full-Page	4.75" wide by 8" tall	\$2,000
	Half-Page	4.75" wide by 4" tall	\$1,200

Standard Placement, Grayscale

Placement	Size	Dimensions	Rate
Content Pages	Full-Page	4.75" wide by 8" tall	\$1,100
	Half-Page	4.75" wide by 4" tall	\$900
	Quarter-Page	4.75" wide by 2" tall	\$700

ARTWORK

File: Press-quality PDF or EPS preferred. Please outline all text and embed graphics. A JPG is acceptable, but not recommended. JPG artwork must meet all specifications. All graphics should be minimum 300 dpi.

Color: Four-color CMYK process. All solid black elements should be adjusted accordingly: C0 M0 Y0 K100.



2024-2026 Services Directory Advertising Order Form

Advertiser _____

Address _____

Billing Address (if different) _____

City _____ State _____ Zip Code _____

Contact Name _____ Email _____

Phone _____

If ordering a tab, indicate your preferred selection. Note that if the section is not listed, it is already reserved.

Premium Placement (Color)

- Back Cover \$2,500 (Reserved)
Inside Front \$2,500 (Reserved)
Inside Back \$2,200 (Reserved)
Section Tab, Full-Page \$2,000
Choice 1
Choice 2
Section Tab, Half-Page \$1,200
Choice 1
Choice 2

Standard Placement (Grayscale)

- Full-Page \$1,100
Half-Page \$900
Quarter-Page \$700

Space is reserved on a first-come, first-served basis. After submitting this order form, you will receive confirmation of the availability of your preference and be invoiced by July.

Ad artwork is due by July 31, 2023, and payment must be received in full by Aug. 31, 2023 in order for your ad to be published in the 2024-2026 edition.

Please sign and date below to complete your order:

Signature _____ Date _____

Please email order form and artwork to alison@MySourcePoint.org.

Thank you for your order! Your advertising fee supports the rising cost of printing SourcePoint's Services Directory, which provides a valuable resource to Delaware County adults.